

Travel Plan Success Stories

Organisation: Perth and Kinross Council

Sector: Public Sector

Mode: Aimed at reducing single occupancy car use.

Perth and Kinross Council employs approximately 4426 staff across various council buildings in the Perth and Kinross region.

Measures

As part of the council's Travel Plan, Perth and Kinross Council is committed to encouraging more sustainable modes of travel and saw running an event as part of European Mobility Week as a good opportunity to promote the council's position on sustainable travel.

The council worked with a number of partners to organise this event. Partners included Tactran, Sustrans, Cycling Scotland, Paths for All and Living Streets. Some of the meetings were even held via video conferencing to avoid unnecessary travel.

The event was first held on the 22nd September 2008 as part of European Mobility Week. It could place in the centre of Perth. Market stalls were used to display information, most of which was free to the public to take away. There were four stalls containing information about cycling, walking, public transport and lift sharing.

To further attract interest, a unicycling clown was hired and stall holders wore European Mobility Week T shirts. Information was posted on the Perth and Kinross website as well as their intranet sites. Posters were put up in Council buildings and other venues.

The event is now in its third year, with plans to hold another event in 2011. In 2010, two additional partners joined the group. Stride for Life who run health walks and Smith and Sons who are a local bus company.

Outcome

The In Town Without Your Car events have been very successful over the past three years. The events have attracted interest in the High Street in Perth, allowed for the distribution of sustainable transport information and attracted good publicity in the local press too.

However, Perth and Kinross Council are always keen to improve on the previous year's event and so will be looking to more sustained promotion of the event as well as looking to contact and work with more local employers to encourage more people to leave their cars at home and try a more sustainable mode of travel.